



Delta Dental of Minnesota

FOR IMMEDIATE RELEASE

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The Tooth Fairy and Santa Claus Work with Delta Dental
Missing two front teeth at Christmas brings more than money

Dec. 3, 2008 (EAGAN, Minn.) – This holiday season, the Tooth Fairy will be working with Santa in area malls to count the missing teeth of Minnesota children. For every missing tooth, Delta Dental of Minnesota will donate \$2.10* to Second Harvest Heartland. For every set of missing two front teeth, Delta Dental of Minnesota will donate \$25 to Second Harvest Heartland.
**Average 2008 Tooth Fairy gift to Minnesota children. Data collected from Delta Dental of Minnesota's Tooth Fairy PollSM.*

“We’re not just looking for kids who are missing their two front teeth at Christmas,” said Ann Johnson, director of Community Affairs at Delta Dental of Minnesota. “We encourage any children with missing teeth to join the cause. Every tooth counts – and even more in today’s economy when more families need food shelves and food shelves receive fewer donations.”

The Tooth Fairy will be counting the teeth of children who are in line to see Santa. Details follow below:

Saturday, December 13, 2008
10 a.m. – 5 p.m.
Maplewood Mall, Maplewood
Lower Level in Sears Court

Saturday, December 20, 2008
10 a.m. – 5 p.m.
Southdale Center, Edina
Lower Level in Center Court

“While the purpose of this event is to help support our local food shelf, it’s also a great opportunity to educate parents and children about the importance of healthy baby teeth,” Johnson said. Primary (baby) teeth are critical for chewing food, learning to speak clearly and developing good self-esteem. These teeth also reserve space in the jaw so that permanent teeth can assume their correct position when they begin coming in around age six or seven.

About Delta Dental of Minnesota

Delta Dental of Minnesota is one of the largest providers of dental benefits in the Upper Midwest, serving more than 8,400 Minnesota-based purchasing groups with 3.4 million members nationwide. Delta Dental of Minnesota is an independent, nonprofit health services company and is a licensee of Delta Dental Plans Association, the largest dental benefits provider in the United States. Delta Dental’s mission is to serve the oral health needs of Minnesotans by providing access to a range of quality, affordable dental benefit plans and support educational programs that help maintain and improve oral health. For more information about Delta Dental of Minnesota, visit www.deltadentalmn.org.

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